

**Standard Form Quarterly Certification
of Commercial Material in Children's Television Programs**

Certification of Commercial Material
in Children's Television Programs
for
Station WLNS, Lansing, Michigan

This Certification of Commercial Material in Children's Television Programs applies to Children's Programs broadcast by this station during the period January 1, 2007 – March 31, 2007. As used herein, the term "Children's Program(s)" means a program originally produced and broadcast primarily for children 12 years of age and under.

I hereby certify as follows:

1. Children's Programs Produced Locally by the Station

Attached hereto as Exhibit A is a list of Children's Programs produced by and broadcast by this station during the period covered by this Certification. As a standard practice, this station formats all of the Children's Programs it produces for broadcast in compliance with commercial limitations contained in the Children's Television Act of 1990 [Pub. L. No. 101-437] (hereinafter the "Act"). In no instance did the total amount of actual commercial matter in the "clock hour" during which any of the Children's Programs listed in Exhibit A were broadcast exceed the Act's statutory limits for Children's Programs.

2. Network Children's Programs

Attached hereto as Exhibit B is a list of CBS Network Children's Programs broadcast by this station during the period covered by this Certification. This station has received certification from the CBS Network that it, as a standard practice, formats these Children's Programs to comply with the Act's statutory commercial limits for Children's Programs. I hereby certify that this station did not add any commercial matter to these network Children's Programs which, when taken together with the network commercial matter contained in these programs, would cause the total amount of commercial matter in the "clock hour" during which any of these network Children's Programs were broadcast to exceed the Act's statutory commercial limits for Children's Programs.

3. Syndicated Children's Programs

Attached hereto as Exhibit C is a list of syndicated Children's Programs broadcast by this station during the period covered by this Certification. This station has received certification from the syndicator of each of these programs that each, as a standard practice, formats its Children's Programs to comply with the Act's statutory commercial limits for Children's Programs. I hereby certify that this station did not add any commercial matter to these syndicated Children's Programs which, when taken together with the syndicated commercial matter

contained in these programs, would cause the total amount of commercial matter in the "clock hour" during which any of these syndicated Children's Programs were broadcast to exceed the Act's statutory commercial limits for Children's Programs.

4. Display of Website Addresses

Attached hereto as Exhibit D are the Station's Website Display Checklists demonstrating the Station's compliance with the Commission's Website Display rules. Except as otherwise noted in the Station's Website Display Checklists, I hereby certify that the Station's display of website addresses during Children's Programs was in compliance with the Commission's Website Display rules.

Date: April 3, 2007

Name: Teresa Morton

Title: Program Director

Exhibit A

Locally Produced Children's Programs

No Locally Produced Children's Programs

Exhibit B

Network Children's Programs

The New Adventures Of Madeline
(ages 5-7)

Sabrina: The Animated Series
(ages 7-12)

Trollz
(ages 8-12)

Horseland
(ages 9-11)

Cake
(ages 8-12)

Dance Revolution
(ages 8-12)

Exhibit C

Syndicated Children's Programs

No Syndicated Children's Programs

Exhibit D

Website Display Checklists

See Below

**Website Display Checklist
for the 1st Quarter 2007 Dates of January 1 – March 31, 2007**

The undersigned certifies to the following:

I. Websites Displayed During Children's Programs

X The following website addresses were displayed ("Displayed Page") during non-commercial portions of Children's Programs: secretslumberparty.com or _____

☐ None (if none, do not complete any other portion of this certification). By checking None, I certify that the only website addresses that appeared in Children's Programs appeared during on-air third-party advertisements and were for websites that appear to be owned by neither the program provider nor the Station.

II. For each Website Address observed, I visited the website and observed the following:

X The website offers a substantial amount of program-related material or other non-commercial content.

X The website does not appear to be primarily intended for commercial purposes, including e-commerce or advertising.

X The website's home page and other menu pages are clearly labeled to distinguish the non-commercial from the commercial sections.

X The page of the website to which I was directed by the Website Address displayed in the Children's Program does not appear to be used for e-commerce, advertising, or other commercial purposes, and it contains no links labeled "Store" (or similar terms) and no links to any page with commercial material.

X No program host or character was used to actively sell any product or service anywhere in the website, or, in the alternative, program hosts or characters were used to actively sell products or services but only on pages primarily devoted to multiple characters from multiple programs.

If any of the boxes in this Section II are not checked, I have attached an explanation describing the process by which I accessed website content that prevents me from checking the particular box. In addition, the station maintains in a private file print-outs of relevant web pages.

III. Website Evaluation

In making the observations above in Section II, I took all of the following actions for each website I visited:

CERTIFICATION OF COMPLIANCE
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS
January 1, 2007 – March 31, 2007

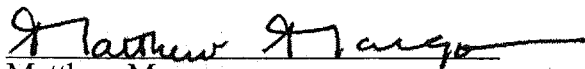
During the above period, the CBS Television Network ("CBS"), a unit of CBS Corporation, disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

THE NEW ADVENTURES OF MADELINE
SABRINA: THE ANIMATED SERIES
TROLLZ
HORSELAND
CAKE
DANCE REVOLUTION

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period January 1, 2007 through March 31, 2007, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670. Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

- (1) Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained no more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;
- (2) When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.



Matthew Margo
Senior Vice President, Program Practices

Date: April 4, 2007